

**WORK SESSION
OF THE BRIGHAM CITY COUNCIL
TO DISCUSS THE CITY'S VISION
OCTOBER 5, 2005
6:00 P.M.**

PRESENT:	Lou Ann Christensen	Mayor
	Jon Adams	Councilmember
	Holly Bell	Councilmember (<i>excused at 8:25 p.m.</i>)
	Alden Farr	Councilmember
	Reese Jensen	Councilmember
	Bob Marabella	Councilmember

ALSO PRESENT:	Mary Kate Christensen	City Recorder
	Paul Larsen	City Planner

Mr. Larsen reviewed the information gathered from the 2000 census. According to this census, Brigham City is number 29 in the state based on population. He also reviewed the large employers in the County. The statistics also indicated how many people are within a 5-mile radius, 10-mile radius and 20-mile radius. This is useful to illustrate how many buyers will come to Brigham City to shop for retailers considering locating in Brigham City. It also shows population by age.

Mayor Christensen reviewed what Mr. Stuart Reid had discussed in the last meeting. First, the City needs to define who our customer is, and a time frame to accomplish what to come up with. There needs to be a champion and accountability. He went through everything he felt the City needed. Everything has to be perfect. He mentioned specifically the arch and light poles. Everything needs to shine. The Council also needs to come up with words to describe Brigham City. He also talked about Brigham City becoming "Brigham City, the Beautiful." He suggested the Council determine where Brigham City should be in 10-15 years.

Mayor Christensen asked the Council what Brigham City should look like in 10-15 years. She said definitely there should be commuter rail. Councilmember Marabella questioned whether this is really what Brigham City citizens want. They really love this town. They don't want it to grow out of control and be another Riverdale Road. They want very controlled growth. The Council says they want commuter rail, but really, what is the impact of commuter rail to the average citizen? Mayor Christensen said it is very impactful. Councilmember Marabella asked what commuter rail does for the quality of life in Brigham City. If he is going to go to Salt Lake City to a Jazz game, he has a choice of using commuter rail or driving his car. He is not going to say that he is only going to the Jazz game if Brigham City has commuter rail. He felt there is a very small potential population living in Brigham City that would take commuter rail somewhere else to work. Mayor Christensen said it is much broader than that. If Brigham City is going to survive economically, there has to be commuter rail in Brigham City. It is like the railroad years ago. Cities that did not have the railroad withered up and died. Councilmember Marabella said he is not against commuter rail, but it is not going to be the "golden egg" that is going to make Brigham City. Mayor Christensen agreed. Councilmember Marabella said commuter rail may take 1-2% of the population that move into Brigham City and fill in some of the vacant houses, but the reality is that the growth potential is very limited. What does 500 houses really mean to the community? Five hundred houses with an average household of five, means there will be 2,500 more population. What is the dynamics of that to Brigham City? Mayor Christensen said it is planned that 250,000-500,000 people will visit the new Bird Refuge. Being able to bring them to Brigham City by commuter rail is a big asset. The very best form of revenue is tourism. Brigham City wants their money. Councilmember Marabella said if a family from Tooele takes commuter rail to Brigham City to visit the Bird Refuge, and they eat in Brigham City, how does this impact the residents of Brigham City? Mayor Christensen said it increases sales tax, so property taxes do not have to be increased. Councilmember Marabella felt that revenue engine is already in place on 1100 South. What has happened on 1100 South in the last five years, are all engines that have allowed the City to slowly increase sales tax revenue and not raise taxes.

Councilmember Bell agreed that the citizens of Brigham City like things the way they are, they like the small town atmosphere. However, they *don't* like going to local stores and not finding what they need. The citizens are happy that the Council has not raised taxes. They could exist this same way for a long time; however, the economy will not. Prices are going to go up. Citizens are not going to be happy with the Council because of the increase in electric rates. Brigham City, as a business, is just barely making do. Department budgets

have been cut for several years. The money has to start coming in. Councilmember Bell said 1100 South will increase sales taxes slowly, but slowly is not going to work. Brigham City has to become economically viable and making positive strides forward, and we will be behind and will have to raise taxes. Councilmember Marabella said none of the councilmembers have felt what real businesses are feeling from an expense standpoint. Since he has been on the Council, there has never been a time when purchases have had to stop because of a budget crunch. The company he works for forced them to cut 2% off their budget in the first quarter of their fiscal year. Businesses all over town are making these type of sacrifices. Brigham City Corporation has not seen this. Things in Brigham City have improved greatly since he moved here in 2000. The economic engine on 1100 South has been a big improvement over the last five years, and it is going to continue. It is going to keep people in Box Elder County. If this is applied to the average citizen that loves their little town, what do they really want in Brigham City? They don't want anything other than to keep taxes in line, and preserve the culture of Brigham City. He felt that sometimes the Council is trying to do more than what the citizens really want, which is keep things the way they are.

Councilmember Jensen said he felt there is more to commuter rail than a financial engine. The Council has an obligation to provide citizens services that they cannot do on their own. There is no private company that could put UTOPIA in. Brigham City government has the opportunity to do that. It will also affect Perry and Willard. These areas are growing rapidly and are going to continue to grow. Brigham City may only have room for 500 more homes, but there are thousands of homes being constructed between Brigham City and Pleasant View. Everyone along the Wasatch Front will benefit from commuter rail. He added that although Brigham City only has room for 500 homes today, it will develop west of the freeway. He felt that West Brigham City will be another Syracuse. These windows of opportunity only come along once in awhile. The longer the City puts it off, the more expensive it will be.

Councilmember Marabella said what this Council has done with the vision on UTOPIA, RDAs, EDAs, commuter rail has been great. They have planted the seeds for the future. The question now is, what should be done with all these seeds that have been planted. The Council has worked hard to create all these things, now it is time to watch it grow. Before the City starts on new projects and more directions, the RDAs and EDAs need to move further. Mayor Christensen explained that part of the problem with moving on with the RDAs and EDAs is that the Taxing Entity Committee has not made a decision yet. Councilmember Jensen said he did not think all the seeds are planted. The Council has to be able to look in the future; where do we see Brigham City in 10, 15, 20 years from now? There are some pieces missing. Commuter rail and UTA are a vital piece of that puzzle.

Councilmember Jensen said he hears from the citizens that they want to keep a small town atmosphere, but at the same time, they do not want to be isolated from the Wasatch Front. He felt that UTOPIA and commuter rail provide that connectivity to the entire Wasatch Front. Citizens can live in Brigham City and work and play anywhere along the Wasatch Front. Councilmember Marabella agreed, adding that the City is working on putting a master plan together; we have UTOPIA, which will be a great opportunity for growth; we have commuter rail, which we have committed to; Brigham City has utility resources that most utilities don't. So what is missing from the 5-, 10-, 20-year plan that the Council is trying to decide? Mayor Christensen replied that it is the focus. What is it Brigham City wants to be? The Council needs to come up with a vision that everyone could agree on and stand behind.

Councilmember Farr said everyone has said that the vision is to maintain a small, family community and we have that. He asked Councilmember Adams if he would take commuter rail to work in Salt Lake. Councilmember Adams replied that he would not, because he can't. Councilmember Farr said he does not think people are going to take commuter rail from Tooele to the Bird Refuge. His vision of commuter rail is that people from Tremonton, Logan and Brigham City will commute to their jobs in Ogden or Salt Lake. He sees it more as a service they will use as a convenience. It is not something that will attract masses of people to Brigham City. Councilmember Marabella said it will be a carpool lot. Councilmember Farr said people that will visit the Refuge are tourists from out of town and will be driving their own cars here.

Councilmember Farr said Stuart Reid talked about West Forest being the gateway, but he felt it will be 1100 South because of the traffic flow. If the commuter rail depot is on West Forest, it will be strictly a hub for people to drive to, get on the train, and go south. Mayor Christensen said the BART system in the Bay Area in San Francisco is very successful. Councilmember Farr said that is comparing apples to oranges. Mayor

Christensen said we have to look into the future. Councilmember Farr said Brigham City will never be the Bay Area. The citizens of Brigham City are saying they do not want to be a Bay Area. Mayor Christensen said they don't right now. There are places on the BART system that are not highly populated, but wherever the terminuses are, there have been all kinds of growth. There is retail, apartment buildings, stores, etc. Councilmember Farr said they have the population base to support this, Brigham City does not now, nor will there be in 20 years. Mayor Christensen said if something is not done now, we will not have it for 30 years. Councilmember Farr said he does not disagree that it is not needed, but he does not think commuter rail needs to be done now. When the task force talked to the Council about it, they said the cost could not be justified. Mayor Christensen said she has spent hours and hours to make it possible by bringing the costs down so it will be realistic. Councilmember Farr said if that is possible, that would be great. He said he did not think commuter rail is going to make or break Brigham City. Mayor Christensen agreed that it is not going to make or break it. Councilmember Farr said it will be a draw for those traveling south, but if there was a survey of those who would actually use commuter rail to go to work, it would probably be a very small number. People like their independence. Mayor Christensen said the Council has to look longer term, look at what the community wants in 20-30 years. Stuart Reid told the Council that if the Council does not take the City's destiny in their own hands, Brigham City will end up like Ogden. Councilmember Farr asked if Brigham City's destiny is to become a large metropolitan area, or maintain a small community? Mayor Christensen said her vision of the City's destiny is to have a small town atmosphere, but also the revenue base so the City doesn't have to continually get more money from the citizens. Councilmember Farr said commuter rail is not going to give the City the base. Mayor Christensen said commuter rail is part of the picture of the overall plan. It is a piece. It is not the answer. It is one piece of a big picture. Councilmember Farr stated that commuter rail in and of itself is not going to create a big tax base. Bringing in businesses will increase tax base. Mayor Christensen explained that businesses will come as a result of commuter rail. She has talked to several businesses that are very impressed that commuter rail is a potential.

Councilmember Jensen said it is futile to talk about commuter rail or any of these components until the Council decides on a vision. Councilmember Farr said the vision is that this community wants to stay small. Mayor Christensen asked how Brigham City can stay small and not raise property taxes, and have revenue needed to provide services. Councilmember Farr said there will be normal growth with homes and businesses. That will be the only way to avoid raising taxes. The Council needs to determine how to bring businesses and industry to the community. He suggested the Council focus on how the City can create the tax base, and start talking about the project areas the City has created.

Councilmember Marabella said the current mission statement (*quality of life, providing services, protecting life and property, financial responsibility, preserving our heritage*) is the Council's vision. We don't need to reinvent the wheel. Mayor Christensen said the only problem with the mission statement is that it is just right now. It is not looking to the future. It does not move the Council to a higher level, it does not motivate, it does not have the bigger picture. Councilmember Jensen said mission statements should be a purpose of the organization, and what the organization needs to do to fulfill their obligation. It is not a vision.

Councilmember Adams said, to him, focus areas are more important. He added that when the City did the vision statement several years ago, most of the people that came to the meeting were business people. Their vision of Brigham City is going to be different than the citizens that love to just live here and think there is nothing wrong with Brigham City being a bedroom community, and they may be the majority of the voters. As far as economic development, people want businesses that fit.

Councilmember Adams said regarding commuter rail, Brigham City is not set up for this yet. Commuter rail will bring people to Brigham City, but then how do they get to the Bird Refuge, how will they get downtown? He added that he does not take UTA to his work in Salt Lake City because it would take approximately seven hours, which does not include the two miles he would have to walk from the last stop. Mayor Christensen said commuter rail would take 70 minutes from Brigham City to Salt Lake City. She added that getting people from the commuter rail depot to other destinations can all be worked out.

Councilmember Marabella said maybe the Council has a 5-, 10-, and 20-year plan, but don't all talk about it the same. For example, UTOPIA is within a 5-year plan. Commuter rail is within a 10-year plan. The West Forest RDA is within a 10-year plan. He said the Mayor has done a tremendous job of providing this vision with RDAs, EDAs, UTOPIA and commuter rail already. He added that at his work, they have a 5-year plan

and then nobody remembers it. It looks good on paper, but in reality, it is not something they live and breath everyday. Mayor Christensen said that is what Stuart Reid talked about, something that the Council desperately believes in. He suggested the Council talk with big developers and tell them Brigham City's story and what the Council is trying to do with the community, and then let them present what would be compatible with what Brigham City's story is.

Councilmember Marabella said the citizens do not want the Council to tell them what West Forest should look like. Over the last 50 years, individuals saw a piece of property and they made a decision to build a business on that property. It happened by the Council guiding the City's growth through a Master Plan. When the City Council starts to overstep its boundaries and saying that they want specific things within the Master Plan, that is really not the face of the community anymore. Mayor Christensen said we know what we don't want, and that is what the Council is trying to prevent. We don't want another auto salvage on West Forest. It should be a gateway into our City; a beautiful location.

Councilmember Adams said one of the things Mr. Reid told the Council was that there should not be hotels by the Bird Refuge. Councilmember Adams disagreed. There should be a hotel for visitors of the Bird Refuge to stay as well as a restaurant. He said he will probably never be able to define what West Forest Street will look like. He knows it should be an attractive entrance into the City. However, he felt there are pros and cons. The more 1100 South develops and the more traffic increases, more people will come onto West Forest, but there are issues with the railroad. If cars are backed up clear to the Animal Control Center waiting for a train, they will not come onto Forest Street again. Councilmember Adams said everyone has a different opinion of what should go on West Forest. He sees a mixed variety of things that are compatible with the area. Agriculture is big in this County. It is not what it used to be, but the City should still draw from it. If a ranch store wanted to build on West Forest, should we tell them no, that's not what we want, or should we tell them come in, but have a nice store front and hide the hog waters in the back. He used Park City as an example. They have standards that have to be met that fit in with their culture and heritage.

Mayor Christensen expressed concern that the City has been working on this for four years and there are several businesses interested in West Forest, and the City keeps putting them off. Councilmember Marabella said it is so restrictive, that people can buy property but they cannot do anything with it. Instead of saying no, the City should say what it should look like; it needs to be landscaped, etc. Basically, unless they are an outsider coming in, there is not a business in town that could build on West Forest because of the restrictions the City has right now.

Mayor Christensen asked the Council to say what they want Brigham City to be in 20 years. The following items were mentioned:

- ◆ Small town atmosphere
- ◆ Commuter rail
- ◆ UTOPIA
- ◆ Night life and Sunday life for visitors
- ◆ Strengthened economy
- ◆ Financially sound
- ◆ Highly skilled workforce
- ◆ Preserving our heritage
- ◆ Heritage and cultural arts
- ◆ Strong infrastructure
- ◆ Exemplary City services
- ◆ Public safety
- ◆ Vibrant, thriving downtown
- ◆ USU Brigham City Campus as an intervention center for research and development
- ◆ Highly paid jobs
- ◆ Variety in housing and density

Mayor Christensen said the overall thing Brigham City is going to stand for is still missing. She wants people to come to Brigham City to have a great opportunity to feed their family and provide a good quality of life. This is a priority above everything else. Decisions should be made to bring those, which would mean the West

Forest corridor and set up business parks to bring in high paying jobs. She felt that is the number one priority because it would bring the revenue in. Councilmember Marabella said every community wants high paying jobs. He suggested the Council start working on where businesses can be built that would produce high paying jobs. Councilmember Marabella said this is in the master plan. In addition, Brigham City will have UTOPIA, RDAs and EDAs. These are all advantages. He strongly recommended these projects be completed before starting something else. He asked what is missing? Mayor Christensen said telling the story. Brigham City needs something that sets the City apart from all the other cities. Councilmember Marabella said the City has that, there is UTOPIA, RDAs and EDAs. Mayor Christensen said so do eleven other cities. Councilmember Adams said the uniqueness is Brigham City – the physical location, the physical beauty, the architecture. The City should key in on that, and the services offered. Everyone wants quality of life, everyone wants high paying jobs. As 1100 South continues to develop, and Academy Square comes to fruition, there will be more and more to go downtown.

Councilmember Adams said Lehi and American Fork grew as Provo and Orem expanded. They had cheap land and availability and businesses stormed in. They did not have the infrastructure. They were not prepared. Brigham City's growth will come as things push north and as the spinoff businesses start from the current businesses.

Councilmember Marabella said people do not know what they have in Brigham City. He has people come and visit him and they ask if he pays Wal-Mart to live here, because it is so beautiful here. We take it for granted. In addition, Brigham City's housing prices are very reasonable.

Councilmember Jensen said it seems that the next step is to identify the enabling components to make all this happen, and then condense it down into 3-4 catchy words or phrases to go out and sell this to developers and citizens.

Councilmember Jensen said he senses some frustration on the part of Sierra and other developers the City has talked to want the City to give them some guidelines, then they would design anything the City wanted, but don't just ask them to tell the Council what they think we want. Then the Council will come back and say, no that's not what we want, go back and guess again. Councilmember Adams agreed that this has been part of the gap. Another concern is that the Council is trying to define the specific businesses. The general look should be defined, not the specifics.

Councilmember Adams asked how important the West Forest Study is to Sierra. Mr. Larsen said it is very important. They are frustrated. The Council just needs to tell them what our values are, and they will tell us what should go there. However, the Council can't tell them what the City's values are because they haven't been decided on yet.

Councilmember Jensen suggested "Brigham the Beautiful" as City's vision. Councilmember Adams suggested "Beautiful Brigham." Councilmember Farr suggested "Beautiful Brigham – A City With Vision." Councilmember Adams suggested "Your Future is Here." The Council agreed on **"Beautiful Brigham – Your Future is Here."**

Councilmember Bell was excused at 8:25 p.m.

Mr. Larsen said this is not a vision statement because it does not tell him what the City is going to become. The statement Councilmember Jensen made at the last meeting is a vision statement. He said, "We will preserve our small town atmosphere. We will become linked to commuter rail and high speed broad band internet. We will preserve and enhance our history, heritage and cultural arts. We will enhance our quality of life. We will strengthen our economy. We will remain financially sound. We will be known for our highly skilled workforce. Our university will be known as an innovative center for the research and development of new technologies, and we will become the northern gateway to Utah and a destination site for all attractions."

Councilmember Adams said this is not really the vision. It is a marketing strategy and replaces "This is the Place – to live, to work, to play." The City's brand is who Brigham City is and what we look like. If it is the 1920s and 30s theme, then that is what people will see when they drive off the freeway. The City can get the design criteria and tell Sierra what the City wants. They are the professionals and can determine what

businesses would work in Brigham City, but the brand would tell them the look has to have to fit the City guidelines. Mr. Larsen said the architecture and guidelines for downtown are not really appropriate for West Forest. Councilmember Marabella said he did not think the Council can agree on what West Forest should look like. Mr. Larsen said the West Forest Study is designed to do this by bringing members of the City Council and Planning Commission and landowners together to come up with a consensus. Then they can do a conceptual drawing of what it will look like.

Councilmember Adams said "Beautiful Brigham" should be on a billboard. A vision statement should be something that the developers read to find out what Brigham City is about, then it should be more than that.

The Council decided to determine what the top ten items are the City wants to accomplish.

Councilmember Adams suggested the West Forest study be done and have them facilitate all the different City commissions and task forces and the work they have done, along with the guidance from the Council, to come up with something tangible.

The Council determined that the first priority should be the master plan, which is very near completion. It should be approved by the Planning Commission and Council by December 1, 2005.

The second priority is the West Forest corridor study and plan.

The Council decided to schedule another meeting to continue this discussion.

MOTION: Councilmember Adams made a motion to set a work session on October 20 at 5:30 to come up with a brand and a strategy. The motion was seconded and carried.